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ABSTRACT

This guide, which was written for general marketing instructors in Ohio, lists more than 600 resources for use in conjunction with the General Marketing Occupational Competency Analysis Profile. The texts, workbooks, modules, software, videos, and learning activities packets listed are categorized by the following topics: human resource foundations, marketing and business foundations, economic foundations, promotion, risk management, distribution, pricing, financing, product and service development and operations, purchasing, marketing information management, and technology. Among the competencies for which resource materials are listed are the following: demonstrate professional relations with employers, customers, and coworkers; demonstrate written and oral communication skills; demonstrate management and leadership; examine business ownership; examine cost-profit relationships; analyze economic indicators and trends; prepare a promotional campaign; perform point-of-sale functions; minimize external and internal theft; follow safety precautions; demonstrate knowledge of risks; examine distribution alternatives; receive, store, and manage inventory; determine selling prices; examine financial considerations for businesses; perform financial functions; purchase products and services; conduct market research; develop a marketing plan; and examine technology in marketing. The following information is provided for each resource material: publication type, title, author, publication date, publisher. Concluding the guide are the addresses of the 11 publishers of the materials cited. (MN)

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General Marketing

A Guide to Resources

1997

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Use of This Guide

This guide is designed to be used in conjunction with the Administrative/Office Technology Occupational Competency Analysis Profile (OCAP). Organized by OCAP unit and competency within each unit, this guide to resources (textbooks, workbooks, modules, videos, software, and learning activity packets [LAPs]) augments the efforts of new and veteran teachers.

Under each competency are listed resources that match that competency, including author, development or copyright date, and current source for obtaining the materials. A key with source information appears on page 37.

This guide can be a useful tool for Administrative/Office Technology instructors in Ohio and across the nation.

Key to Type of Material

T	Texts
WB	Workbooks
Module/s	Module/s
SW	Software
V	Video
LAP	Learning activity packet

Guide to General Marketing Resources

Unit 1: Human Resource Foundations

Competency 1.1: Demonstrate professional relations with employers

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T/wb	Personality Development for Work	Masters and Wallace	©1996	South-Western Publishing
T/wb	Effective Interpersonal Relationships		©1994	Career Paths/MarkED
T/wb	Effective Teamwork		©1994	Career Paths/MarkED
T/sw/v	Work Maturity Multi-Media Series ES952 Positive Attitudes II: Keeping a Job			EBSCO Curriculum Materials Div. of EBSCO Industries Inc.
T/sw/v	Work Maturity Multi-Media Series ES962 Expectations on the Job			EBSCO Curriculum Materials Div. of EBSCO Industries Inc.
T/wb	Career and Life Skills Series: Knowing Yourself	Farr and Christophersen	©1990-92	JIST Works, Inc.
V	Groups and Teamwork	Developed by S.W. Airlines	©1995	Career Paths/MarkED
V	Profile of the Perfect Employee		©1993	Career Paths/MarkED
V/t/sw	Work Maturity Multi-Media Series ES952 Positive Attitudes II: Keeping a Job			EBSCO Curriculum Materials Div. of EBSCO Industries Inc.
SW/t/v	Work Maturity Multi-Media Series ES952 Positive Attitudes II: Keeping a Job			EBSCO Curriculum Materials Div. of EBSCO Industries Inc.
SW/t/v	Work Maturity Multi-Media Series ES955 Motivation in the Job World			EBSCO Curriculum Materials Div. of EBSCO Industries Inc.
LAP	Positive Attitude		ST:1988/IN:1995	Career Paths/MarkED

Competency 1.2: Demonstrate professional relations with customers

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Egglund	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T/wb	Superior Customer Service	Crow and Stull	©1996	South-Western Publishing
T/wb	Quality Customer Service		©1993	Career Paths/MarkED
T/wb	Great Customer Service for Your Small Business		©1996	Career Paths/MarkED
T/wb	Managing Quality Customer Service		©1989	Career Paths/MarkED
T/wb	Effective Presentation Skills		©1993	Career Paths/MarkED
Module	Program for Acquiring Competence in Entrepreneurship-PACE Unit 14 Human Resources		©1996, 3rd ed.	Conover Company
V	Body Language		©1994	Career Paths/MarkED
SW/t	Retail Merchandising: Consumer Goods and Services	Samson and Little	©1993, 11th ed.	South-Western Publishing
LAP	Handling Customer Complaints		©1996	Career Paths/MarkED
LAP	Handling Difficult Customers		©1996	Career Paths/MarkED
LAP	Positive Attitude		ST:1988/IN:1995	Career Paths/MarkED

Competency 1.3: Demonstrate professional relations with coworkers

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Communication That Works!	Williams and Eggland	©1992, 3rd ed.	South-Western Publishing
T/sw/v	Work Maturity Multi-Media Series ES988 Solving Problems in the Job World			EBSCO Curriculum Materials Div. of EBSCO Industries Inc.
T/sw/v	Work Maturity Multi-Media Series ES962 Expectations on the Job			EBSCO Curriculum Materials Div. of EBSCO Industries Inc.
T	Fundamentals of Human Relations: Applications for Life and Work	Wray, Luft, and Highland	©1996	South-Western Educational Publishing
Module	Program for Acquiring Competence in Entrepreneurship-PACE Unit 14 Human Resources		©1996, 3rd ed.	Conover Company
V	Team Skills for the New Workplace		©1996	Career Paths/MarkED
V/t/sw	Work Maturity Multi-Media Series ES962 Expectations on the Job			EBSCO Curriculum Materials Div. of EBSCO Industries Inc.
V/t/sw	Work Maturity Multi-Media Series ES988 Solving Problems in the Job World			EBSCO Curriculum Materials Div. of EBSCO Industries Inc.
V	Profile of the Perfect Employee		©1993	Career Paths/MarkED
SW/t/v	Work Maturity Multi-Media Series ES988 Solving Problems in the Job World			EBSCO Curriculum Materials Div. of EBSCO Industries Inc.
LAP	Positive Attitude		ST:1988/IN:1995	Career Paths/MarkED
LAP	Positive Working Relationships		ST:1996/IN:1991	Career Paths/MarkED
LAP	Human Relations: What, Why, How		ST:1990/IN:1991	Career Paths/MarkED
LAP	Treating Others Fairly at Work		©1994	Career Paths/MarkED

Competency 1.4: Demonstrate professional work habits

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T/wb	Personality Development for Work	Masters and Wallace	©1996 7th ed.	South-Western Publishing
T	Succeeding in the World of Work	Kimbrell and Vineyard	©1992 5th ed.	Glencoe Publishing
V	How To Be a Success at Work		©1995	Career Paths/MarkED
V	Manage Your Time!		©1995	Career Paths/MarkED
V/t/sw	Work Maturity Multi-Media Series ES954 Personal Values in the Workplace			EBSCO Curriculum Materials Div. of EBSCO Industries Inc.
V	Attitude!		©1994	Career Paths/MarkED
V/t/sw	Work Maturity Multi-Media Series ES953 Your Appearance II: On the Job			EBSCO Curriculum Materials Div. of EBSCO Industries Inc.
SW/t/s	Work Maturity Multi-Media Series ES954 Personal Values in the Workplace			EBSCO Curriculum Materials Div. of EBSCO Industries Inc.
LAP	Positive Working Relationships		ST:1996/IN:1991	Career Paths/MarkED
LAP	Human Relations: What, Why, How		ST:1990/IN:1991	Career Paths/MarkED

Competency 1.5: Demonstrate written and oral communication skills

Type	Title	Author	Date	Publisher (Key on Page 51)
T	English the Easy Way	Schachter and Clark	©1993, 6th ed.	South-Western Publishing
T/wb/sw	Communication 2000 Series (Modules)		©1996	ITP Southwestern Publishing
T/wb/sw	Effective Communication for Today	Hulbert	9th ed.	South-Western Publishing
T	Communicate	Verderber	©1996	Southwestern Publishing
T	Communication That Works!	Williams and Egglund	©1992, 3rd ed.	South-Western Publishing
T/sw	Communicating for Success: An Applied Approach	Hyden, Jordan, and Steinauer	©1994	South-Western Publishing
T	Business Communication: A Case Method Approach	Poe and Fruehling	©1995	EMC Paradigm
T/sw/v	Work Maturity Multi-Media Series ES962 Expectations on the Job			EBSCO Curriculum Materials Div. of EBSCO Industries Inc.
T/wb	The Building Blocks of Business Writing		©1991	Career Paths/MarkED
V	The Art of Effective Communication		©1994	JIST Works, Inc.
V/t/sw	Work Maturity Multi-Media Series ES981 On-the-Job Telephone Skills			EBSCO Curriculum Materials Div. of EBSCO Industries Inc.
SW/t	Communicating for Success: An Applied Approach	Hyden, Jordan, and Steinauer	©1994	South-Western Publishing
SW/t/wb	Effective Communication for Today	Hulbert	9th ed.	South-Western Publishing
SW/t/wb	Developing Writing Skill	Satterwhite and Tinervia	©1989	Glencoe Publishing

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Competency 1.6: Perform basic mathematical computations with and without a calculator

Type	Title	Author	Date	Publisher (Key on Page 51)
T/wb/sw	Applied Business Mathematics	Schultheis and Kaczmarek	©1997, 14th ed.	South-Western Publishing
T	Business Math	Brooks	©1996	EMC Paradigm
T	CORD Applied Business Mathematics	CORD Communications		ITP South-Western Publishing
T/wb	Basic Business Math		©1990	Career Paths/MarkED
T	Using Calculators for Business Problems	Berg and Gafney	©1993	EMC Paradigm
T/sw	Mathematics with Business Applications	Lange, Rousos, and Mason	©1998	Glencoe Publishing
T	Keeping Financial Records for Business	Schultheis, Baron, and Steinfeld	©1991, 7th ed.	South-Western Publishing
T	Essentials of Math with Business Applications	Alvey	©1995	Glencoe Publishing
T/wb	Using Business Statistics: A Guide for Beginners		©1994	Career Paths/MarkED
T	Solving Business Problems on the Electronic Calculator	Polisky	©1993	Glencoe/ McGraw Hill
N	How Numbers Lie: Critical Thinking		©1997	Career Paths/MarkED
SW/t/wb	Applied Business Mathematics	Schultheis and Kaczmarek	©1997, 14th ed.	South-Western Publishing
SW/t	Mathematics with Business Applications	Lange, Rousos, and Mason	©1993	Glencoe Publishing

Unit 2: Marketing and Business Foundations

Competency 2.1: Examine role of marketing

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Retail Marketing	Meyer, Harris, Kohns, and Stone	©1988	Glencoe Publishing
T/wb/sw	Principles of Marketing	Palmer and Stull	©1991, 2nd ed.	South-Western Publishing
T	Marketing Foundations and Applications	Seigel	©1996	Times Mirror Higher Education Group
T/wb	Career Competencies in Marketing Series General Merchandise Retailing	Worms and Brown	©1990	Glencoe Publishing
T/wb/sw	The Winning Streak: A Marketing Decision-Making Simulation	Simon and Casillo	©1992, 2nd ed.	South-Western Publishing
V	Introduction to Marketing		©1992	Career Paths/MarkED
V	Creative Marketing	Bryant and Barry	©1994	Career Paths/MarkED
V	Marketing Services		©1995	Career Paths/MarkED
V	Integrated Marketing Campaign	Loeffler	©1994	Career Paths/MarkED
SW/t/wb	Principles of Marketing	Palmer and Stull	©1991, 2nd ed.	South-Western Publishing
SW/t/wb	Marketing: An Introduction	Hutt and Stull	©1992, 2nd ed.	South-Western Publishing
LAP	Marketing		©1996	Career Paths/MarkED
LAP	Marketing Functions		©1996	Career Paths/MarkED
LAP	Marketing Strategies		©1996	Career Paths/MarkED
LAP	Security Precautions		©1995	Career Paths/MarkED

Competency 2.2: Examine business operations

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Keeping Financial Records for Business	Schultheis, Baron, and Steinfeld	©1991, 7th ed.	South-Western Publishing
T/wb	Improving Your Company Image		©1992	Career Paths/MarkED
T/sw	Mathematics with Business Applications	Lange, Rousos, and Mason	©1998	Glencoe Publishing
T	Internet Guide for Business	Hall and Allen	©1997	South-Western Publishing
T/wb	Writing Business Proposals and Reports		©1992	Career Paths/MarkED
T	Introduction to Business	Brown and Clow	©1993	Glencoe Publishing
Module	Program for Acquiring Competence in Entrepreneurship-PACE Unit 5 The Business Plan/ Unit 21 Operations		©1996, 3rd ed.	Conover Company
V	Marketing Strategy for Small Business		©1995	Career Paths/MarkED
SW/t	Business Principles and Management	Everard and Burrow	©1996, 10th ed.	South-Western Publishing
LAP	Interpreting Business Policies		©1996	Career Paths/MarkED
LAP	Business Cycles		ST:1996/IN:1988	Career Paths/MarkED
LAP	Business Risk		ST:1993/IN:1996	Career Paths/MarkED
LAP	Business Ownership		ST:1995/IN:1990	Career Paths/MarkED
LAP	Leadership in Business		ST:1993/IN:1993	Career Paths/MarkED
LAP	Risk Management		©1987	Career Paths/MarkED

Competency 2.3: Examine management and leadership

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T	Marketing Foundations and Applications	Seigel	©1996	Times Mirror Higher Education Group
T/sw	Business Principles and Management	Everard and Burrow	©1996, 10th ed.	South-Western Publishing
T/wb/sw	Entrepreneurship and Small Business Management	Meyer and Allen	©1994	Glencoe Publishing
T/wb/sw	The Winning Streak: A Marketing Decision-Making Simulation	Simon and Casillo	©1992, 2nd ed.	South-Western Publishing
T/wb	Owning and Managing a Service Business		©1996	Career Paths/MarkED
T/wb	Successful Self-Management		©1993	Career Paths/MarkED
Module	Program for Acquiring Competence in Entrepreneurship-PACE Unit 13 Business Management		©1996, 3rd ed.	Conover Company
V	Leadership		©1995	Power Surge Media International
SW/t	Business Principles and Management	Everard and Burrow	©1996, 10th ed.	South-Western Publishing
LAP	Marketing-Information Management		ST:1995/IN:1996	Career Paths/MarkED
LAP	Business Cycles		ST:1996/IN:1988	Career Paths/MarkED
LAP	Interest and Enthusiasm		©1995	Career Paths/MarkED
LAP	Leadership in Business		ST:1993/IN:1993	Career Paths/MarkED

Competency 2.4: Examine business ownership

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T	Marketing Foundations and Applications	Seigel	©1996	Times Mirror Higher Education Group
T/wb	Entrepreneurship: Starting Your Own Business	Hutt	©1994, 3rd ed.	South-Western Publishing
T	Entrepreneurship and Small Business Management	Meyer and Allen	©1993	Glencoe / McGraw-Hill
T/wb	Owning and Managing a Service Business		©1996	Career Paths/MarkED
T/wb	Improving Your Company Image		©1992	Career Paths/MarkED
T/wb	Starting Your New Business		©1992	Career Paths/MarkED
T/wb	Preventing Workplace Theft		©1995	Career Paths/MarkED
T	The World of the Entrepreneur: Working for Yourself	Hoffman and Russell	©1994	South-Western Publishing
T	The Business Planning Guide		©1992	Career Paths/MarkED
Module	Program for Acquiring Competence in Entrepreneurship-PACE, 3rd Edition Unit 7 Types of Ownership/ Unit 1 Your Potential as an Entrepreneur		©1996	Conover Company
V	The Business Plan: Your Road Map to Success		©1990	Career Paths/MarkED
V	How to Really Create a Successful Business Plan		©1992	Career Paths/MarkED
V	Promotional Strategy for Small Business		©1995	Career Paths/MarkED
SW/t/wb	Entrepreneurship and Small Business Management	Meyer and Allen	©1994	Glencoe / McGraw-Hill
SW/t	Business Principles and Management	Everard and Burrow	©1996, 10th ed.	South-Western Publishing
SW/t	Financial Management and Recordkeeping	Stewart, Stewart, and Huffman	©1994	Glencoe Publishing
LAP	Leadership in Business		ST:1993/IN:1993	Career Paths/MarkED
LAP	Risk Management		©1987	Career Paths/MarkED

Unit 3: Economic Foundations

Competency 3.1: Examine economics and economic activities

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Principles of Economics	Gottheil	©1996	South-Western Publishing
T	Economics: The Science of Common Sense	Bowden and Bowden	©1995, 8th ed.	South-Western Publishing
T	Economics: Today and Tomorrow	Miller	©1995	Glencoe Publishing
T	Introduction to Business: The Economy and You	Daughtrey, Ristau, Eggland, and Dlabay	©1992, 2nd ed.	South-Western Publishing
T	Introduction to Business	Brown and Clow	©1993	Glencoe Publishing
V/t/sw	Economics at Work Producing: Module 1		©1996	Agency for Instructional Technology
V/t/sw	Economics at Work Exchanging: Module 2		©1996	Agency for Instructional Technology
V/t/sw	Economics at Work Consuming: Module 3		©1996	Agency for Instructional Technology
V/t/sw	Economics at Work Saving: Module 4		©1996	Agency for Instructional Technology
V/t/sw	Economics at Work Investing: Module 5		©1996	Agency for Instructional Technology
SW/t	Consumers in the Economy	Green	©1993, 3rd ed.	South-Western Publishing
LAP	International Trade		©1996	Career Paths/MarkED
LAP	Economics		ST:1995/IN:1996	Career Paths/MarkED

Competency 3.2: Evaluate economic systems

Type	Title	Author	Date	Publisher (Key on Page 51)
T/wb/sw	Business in a Global Economy	Dlabay and Scott	©1996	South-Western Publishing
T/wb	Marketing in a Global Economy	Turner and Bottoms	©1995	South-Western Publishing
T	Marketing Foundations and Applications	Seigel	©1996	Times Mirror Higher Education Group
T	Economics: Principles and Practices	Clayton	©1995	Glencoe Publishing
T	Introduction to International Trade	MAVCC	©1994	Mid-America Vocational Curriculum Consortium, Inc.
T	Economics: The Science of Common Sense	Bowden and Bowden	©1995, 8th ed.	South-Western Publishing
T	Introduction to Business: The Economy and You	Daughtrey, Ristau, Eggland, and Dlabay	©1992, 2nd ed.	South-Western Publishing
SW/t/wb	Business in a Global Economy	Dlabay and Scott	©1996	South-Western Publishing
SW/t	Introduction to International Trade	MAVCC	©1994	Mid-America Vocational Curriculum Consortium, Inc.
LAP	Economic Systems		©1993	Career Paths/MarkED

Competency 3.3: Examine cost-profit relationships

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Economics: Principles and Practices	Clayton	©1995	Glencoe Publishing
T	Essentials of Math with Business Applications	Alvey	©1995	Glencoe Publishing
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T	CORD Applied Business Mathematics	CORD Communications		ITP South-Western Publishing
T/wb	Financial Analysis		©1992	Career Paths/MarkED
T/sw/v	Economics at Work Producing: Module 1		©1996	Agency for Instructional Technology
T/sw/v	Economics at Work Exchanging: Module 2		©1996	Agency for Instructional Technology
T/sw/v	Economics at Work Consuming: Module 3		©1996	Agency for Instructional Technology
T/sw/v	Economics at Work Saving: Module 4		©1996	Agency for Instructional Technology
T/sw/v	Economics at Work Investing: Module 5		©1996	Agency for Instructional Technology
T/wb	Projects in Business Record Keeping	Swinney and Van Sickle	©1993, 6th ed.	South-Western Publishing

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Competency 3.4: Analyze economic indicators and trends

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Foundations and Applications	Seigel	©1996	Times Mirror Higher Education Group
T	Economics: The Science of Common Sense	Bowden and Bowden	©1995, 8th ed.	South-Western Publishing
T/wb	Business and Consumer In Cyberspace	Shimmin and Barksdale	©1998	South-Western Publishing
Module	Program for Acquiring Competence in Entrepreneurship-PACE Unit 8 Marketing Analysis		©1996, 3rd ed.	Conover Company
V	Team Skills for the New Workplace		©1996	Career Paths/MarkED
V/t/sw	Economics at Work Producing: Module 1		©1996	Agency for Instructional Technology
V/t/sw	Economics at Work Exchanging: Module 2		©1996	Agency for Instructional Technology
V/t/sw	Economics at Work Consuming: Module 3		©1996	Agency for Instructional Technology
V/t/sw	Economics at Work Saving: Module 4		©1996	Agency for Instructional Technology
V/t/sw	Economics at Work Investing: Module 5		©1996	Agency for Instructional Technology
LAP	Forecasting Sales		©1993	Career Paths/MarkED

Competency 3.5: Demonstrate basic knowledge of economics

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Egglund	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Foundations and Applications	Seigel	©1996	Times Mirror Higher Education Group
T	Introduction to Business	Brown and Clow	©1993	Glencoe Publishing
T	Basic Economics	Mastrianna and Hailstones	©1995, 10th ed.	South-Western Publishing
T	Economics: Today and Tomorrow	Miller	©1995	Glencoe Publishing
T	Economics: Principles and Practices	Clayton	©1995	Glencoe Publishing
T	Bottom Line Basics		©1995	Career Paths/MarkED
T	Economics: The Science of Common Sense	Bowden and Bowden	©1995, 8th ed.	South-Western Publishing
T	Introduction to Business	Brown and Clow	©1993	Glencoe Publishing
T/wb	Understanding Financial Statements		©1990	Career Paths/MarkED
T	Introduction to Business: The Economy and You	Daughtrey, Ristau, Egglund, and Diabaly	©1992, 2nd ed.	South-Western Publishing

Competency 3.6: Demonstrate basic knowledge of government agencies and regulations (local, state, national, international)

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Law for Business	Mietus, Adamson, and Conry	©1993	South-Western Publishing
T	Business Law with UCC	Brown and Sukys	©1997	Glencoe / McGraw-Hill
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T	Essentials for Business Law and the Regulatory Environment	Dworkin, Barnes, and Richards	©1995	Times Mirror Higher Education Group
Module	Program for Acquiring Competence in Entrepreneurship-PACE Unit 12 Legal Issues		©1996, 3rd ed.	Conover Company
V	Videos for Law			Career Paths/MarkED
V	Organizing America		©1994	Career Paths/MarkED
LAP	Interpreting Business Policies		©1996	Career Paths/MarkED
LAP	Trade Associations/Professional Organizations		©1993	Career Paths/MarkED
LAP	Government and Business		©1993	Career Paths/MarkED

Competency 3.7: Demonstrate basic knowledge of organized labor

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T	Introduction to Business	Brown and Clow	©1993	Glencoe Publishing
T	Essentials of Business Law	Bonnice	©1990	Glencoe Publishing
T	Business Law with UCC	Brown and Sukys	©1997	Glencoe / McGraw-Hill
T	Law for Business	Mietus, Adamson, and Conry	©1993	South-Western Publishing
T	Defining the Law	Schwartz	©1992	Glencoe Publishing
T	Essentials for Business Law and the Regulatory Environment	Dworkin, Barnes, and Richards	©1995	Times Mirror Higher Education Group
LAP	Specialization of Labor		©1996	Career Paths/MarkED
LAP	Organized Labor		©1987	Career Paths/MarkED
LAP	Trade Associations/Professional Organizations		ST:1993/IN:1996	Career Paths/MarkED

Unit 4: Promotion

Competency 4.1: Examine promotional activities

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T/sw	Consumers in the Economy	Green	©1993, 3rd ed.	South-Western Publishing
T/wb/sw	Marketing: An Introduction	Hutt and Stull	©1992, 2nd ed.	South-Western Publishing
T	Fashion Advertising and Promotion	Diamond and Diamond	©1996	South-Western Publishing
V	Consumer Behavior		©1995	Career Paths/MarkED
V	Promotional Mix Strategy		©1991	Career Paths/MarkED
V	Visual Merchandising: Big Picture		©1993	Career Paths/MarkED
V	The Media		©1994	Power Surge Media International
V	Sales Promotion: It's a Team Effort		©1995	Career Paths/MarkED
Module	Program for Acquiring Competence in Entrepreneurship-PACE, 3rd Edition Unit 15 Promotion		©1996	Conover Company
LAP	Promotion		ST:1993/IN:1994	Career Paths/MarkED
LAP	Types of Promotion		ST:1993/IN:1995	Career Paths/MarkED
LAP	Nature of Sales Forecasts		©1993	Career Paths/MarkED
LAP	Forecasting Sales		©1993	Career Paths/MarkED
LAP	Nature of Marketing Research		©1996	Career Paths/MarkED
LAP	Market Identification		ST:1993/IN:1990	Career Paths/MarkED
LAP	Promoting Through Publicity		©1995	Career Paths/MarkED

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Competency 4.2: Prepare a promotional campaign

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T/wb	Advertising: Planning and Techniques	Samson and Price	©1992, 3rd ed.	South-Western Publishing
T/wb	Career Competencies in Marketing Series Advertising Services	Wray	©1990	Glencoe Publishing
V	Growing Brand Equity	Heisler	©1994	Career Paths/MarkED
V	Newer Alternative Media		©1994	Career Paths/MarkED
V	Print Media		©1994	Career Paths/MarkED
V	Advertising Layout: Part I		©1993	Career Paths/MarkED
V	Advertising Layout: Part II		©1993	Career Paths/MarkED
V	Broadcast Media		©1994	Career Paths/MarkED
V	Why Ads Work		©1996	Career Paths/MarkED
V	Sales Strategy		©1992	Career Paths/MarkED
V	Visual Merchandising: Big Picture		©1993	Career Paths/MarkED
SW/t	Selling: Helping Customers Buy	Ditzenberger and Kidney	©1992, 3rd ed.	South-Western Publishing
LAP	Promotional Mix		©1988	Career Paths/MarkED
LAP	Types of Promotional Media		ST:1994/IN:1994	Career Paths/MarkED
LAP	Calculating Media Costs		©1990	Career Paths/MarkED
LAP	Sales Quotas		ST:1989/IN:1993	Career Paths/MarkED

Competency 4.3: Perform point-of-sale (POS) functions

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T/sw	Selling: Helping Customers Buy	Ditzenberger and Kidney	©1992, 3rd ed.	South-Western Publishing
T/wb	Effective Presentation Skills		©1993	Career Paths/MarkED
Module	Program for Acquiring Competence in Entrepreneurship-PACE, Unit 16 Selling		©1996, 3rd ed.	Conover Company
V	Look, Linger, and Buy		©1995	Career Paths/MarkED
V	Interpersonal Communication Skills		©1994	Career Paths/MarkED
V	Creating Value for Customers		©1995	Career Paths/MarkED
SW	Sell to Needs		©1994	Career Paths/MarkED
LAP	Using Suggestion Selling		ST:1993/IN:1995	Career Paths/MarkED
LAP	Selling Policies		©1991	Career Paths/MarkED
LAP	The Selling Process		ST:1990/IN:1996	Career Paths/MarkED
LAP	Using Substitute Selling		ST:1996/IN:1991	Career Paths/MarkED
LAP	Using Buying Motives (Part I)		ST:1990/IN:1991	Career Paths/MarkED

Competency 4.4: Perform point-of-sale (POS) opening and closing procedures

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T/wb	Closing: A Process Not a Problem		©1995	Career Paths/MarkED
V	Closing the Sale		ST:1995/IN:1996	Career Paths/MarkED
V	Advanced Selling		©1992	Career Paths/MarkED
V	Body Language		©1994	Career Paths/MarkED
V	Planned Purchases and Open-to-Buy		©1990	Career Paths/MarkED
LAP	Opening A Retail Sale		©1996	Career Paths/MarkED
LAP	Closing Sales		ST:1995/IN:1996	Career Paths/MarkED
LAP	The Selling Process		ST:1990/IN:1996	Career Paths/MarkED
LAP	Using Buying Motives (Part I)		ST:1990/IN:1991	Career Paths/MarkED
LAP	Using Suggestion Selling		ST:1993/IN:1995	Career Paths/MarkED
LAP	Feature-Benefit Selling		ST:1994/IN:1986	Career Paths/MarkED

Competency 4.5: Manage selling activities

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T	Introduction to Business	Brown and Clow	©1993	Glencoe Publishing
V	Fundamentals of Effective Selling		©1992	Career Paths/MarkED
V	Markdown		©1990	Career Paths/MarkED
Module	Program for Acquiring Competence in Entrepreneurship-PACE Unit 16 Selling		©1996, 3rd ed.	Conover Company
LAP	Using Buying Motives (Part I)		ST:1990/IN:1991	Career Paths/MarkED
LAP	Selling Policies		©1991	Career Paths/MarkED
LAP	The Selling Process		ST:1990/IN:1996	Career Paths/MarkED
LAP	Selling		ST:1993/IN:1989	Career Paths/MarkED

Competency 4.6: Sell products/services

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
V	Creating Value for Customers		©1995	Career Paths/MarkED
V	Advanced Selling		©1992	Career Paths/MarkED
V	Wholesaling		©1992	Career Paths/MarkED
V	Markdown		©1990	Career Paths/MarkED
V	Trade/Quantity Discounts		©1990	Career Paths/MarkED
SW/t	Selling: Helping Customers Buy	Ditzenberger and Kidney	©1992, 3rd ed.	South-Western Publishing
SW	Sell to Needs		©1994	Career Paths/MarkED
LAP	Factors Affecting Selling Price		ST:1992/IN:1996	Career Paths/MarkED
LAP	Pricing		ST:1991/IN:1994	Career Paths/MarkED
LAP	Psychological Pricing		ST:1987/IN:1996	Career Paths/MarkED
LAP	Price		ST:1993/IN:1994	Career Paths/MarkED
LAP	The Selling Process		ST:1990/IN:1996	Career Paths/MarkED
LAP	Nature of Marketing Research		©1996	Career Paths/MarkED
LAP	Interpreting Business Policies		©1996	Career Paths/MarkED

Unit 5: Risk Management

Competency 5.1: Minimize external theft

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T	Preventing Workplace Theft		©1995	Career Paths/MarkED
Module	Program for Acquiring Competence in Entrepreneurship-PACE Unit 20 Risk Management		©1996, 3rd ed.	Conover Company
V	Integrity		©1994	Power Surge Media International
LAP	Business Risk		ST:1993/IN1996	Career Paths/MarkED
LAP	Risk Management		©1987	Career Paths/MarkED

Competency 5.2: Minimize internal theft

Type	Title	Author	Date	Publisher (Key on Page 51)
T/sw/v	Work Maturity Multi-Media Series ES954 Personal Values in the Workplace			EBSCO Curriculum Materials Div. of EBSCO Industries Inc.
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T/wb	Preventing Workplace Theft		©1995	Career Paths/MarkED
Module	Program for Acquiring Competence in Entrepreneurship-PACE, 3rd Edition Unit 20 Risk Management		©1996	Conover Company
V/t/sw	Work Maturity Multi-Media Series ES954 Personal Values in the Workplace			EBSCO Curriculum Materials Div. of EBSCO Industries Inc.
V	Integrity		©1994	Power Surge Media International
LAP	Security Precautions		©1995	Career Paths/MarkED
LAP	Inventory Shrinkage		ST:1992/IN:1996	Career Paths/MarkED
LAP	Inventory Control Systems		©1992	Career Paths/MarkED

Competency 5.3: Control point-of-sale (POS) transactions

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T	Introduction to Business	Brown and Clow	©1993	Glencoe Publishing
V	Everybody Starts in Sales		©1993	Meridian Education Corporation
V	Advanced Selling		©1992	Career Paths/MarkED
V	Creating Value for Customers		©1995	Career Paths/MarkED
SW	Sell to Needs		©1994	Career Paths/MarkED
SW/t	Selling: Helping Customers Buy	Ditzenberger and Kidney	©1992, 3rd ed.	South-Western Publishing
LAP	The Selling Process		ST: 1990/IN: 1996	Career Paths/MarkED

Competency 5.4: Follow safety precautions

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Egglund	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T	A Manager's Guide to OSHA	Tompkins	©1993	Crisp Publications, Inc.
V	Safety and Health: Avoiding Slips, Trips, and Falls			Schoolcraft Publishing
V	Safety and Health: Office Safety			Schoolcraft Publishing
V	Safety and Health: Basic First Aid			Schoolcraft Publishing
V	Safety and Health: Workplace Stress			Schoolcraft Publishing
V	Safety and Health: Video Display Terminal Safety			Schoolcraft Publishing
LAP	Security Precautions		©1995	Career Paths/MarkED
LAP	Handling Accidents		©1994	Career Paths/MarkED
LAP	Following Safety Precautions		©1993	Career Paths/MarkED

Competency 5.5: Demonstrate knowledge of risks

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T	Management: Skills and Application	Rue and Byars	©1995	Times Mirror Higher Education Group
T	Introduction to Business	Brown and Clow	©1993	Glencoe Publishing
Module	Program for Acquiring Competence in Entrepreneurship-PACE Unit 20 Risk Management		©1996, 3rd ed	Conover Company
LAP	Risk Management		©1987	Career Paths/MarkED
LAP	Risk Management Series		©1987	Career Paths/MarkED
LAP	Handling Accidents		©1994	Career Paths/MarkED
LAP	Economics		ST 1995/IN 1996	Career Paths/MarkED
LAP	Business Risk		ST 1993/IN 1996	Career Paths/MarkED
LAP	Consumer Protection in Product Planning		©1993	Career Paths/MarkED

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Unit 6: Distribution

Competency 6.1: Examine distribution alternatives

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T/wb/sw	Principles of Marketing	Palmer and Stull	©1991, 2nd ed.	South-Western Publishing
T	Introduction to Business	Brown and Clow	©1993	Glencoe Publishing
V	Mass Merchandising		©1992	Career Paths/MarkED
V	Channels of Distribution		©1991	Career Paths/MarkED
LAP	Distribution		ST:1991/IN:1993	Career Paths/MarkED
LAP	Channels of Distribution		ST:1993/IN:1993	Career Paths/MarkED

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Competency 6.2: Receive/store inventory in work or storage area

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Egglund	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T/wb/sw	Computerized Inventory Procedures	Allen and Klooster	©1991, 2nd ed.	South-Western Publishing
T/sw	Retail Merchandising: Consumer Goods and Services	Samson and Little	©1993, 11th ed.	South-Western Publishing
T/wb	Career Competencies in Marketing Series General Merchandise Retailing	Worms and Brown	©1990	Glencoe Publishing
V	Managing Merchandise Assortments		©1993	Career Paths/MarkED
V	WordPerfect 6.0		©1996	Jones Digital Century Inc.
LAP	The Receiving Process		©1993	Career Paths/MarkED
LAP	Purchasing		©1989	Career Paths/MarkED
LAP	Unit Inventory Control Systems		©1992	Career Paths/MarkED
LAP	Goods and Services		ST:1996/IN:1989	Career Paths/MarkED
SW	Office Proficiency Assessment and Certification (OPAC System)		©1995	Biddle and Associates

Competency 6.3: Manage inventory

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T	Introduction to Business	Brown and Clow	©1993	Glencoe Publishing
SW/t/wh	Computerized Inventory Procedures	Allen and Klooster	©1991, 2nd ed.	South-Western Publishing
SW/t	Financial Management and Recordkeeping	Stewart, Stewart, and Huffman	©1994	Glencoe Publishing
SW	Office Proficiency Assessment and Certification (OPAC System)		©1995	Biddle and Associates
Module	Program for Acquiring Competence in Entrepreneurship-PACE		©1996, 3rd ed.	Conover Company
LAP	Inventory Shrinkage		ST 1992/IN 1996	Career Paths/MarkED
LAP	Inventory Control Systems		©1992	Career Paths/MarkED
LAP	Unit Inventory Control Systems		©1992	Career Paths/MarkED
LAP	Receiving Process		ST 1992/IN 1996	Career Paths/MarkED
LAP	Goods and Services		ST 1996/IN 1989	Career Paths/MarkED

Competency 6.4: Perform shipping process

Type	Title	Author	Date	Publisher (Key on Page 51)
I	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
I	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
I	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
Module	Program for Acquiring Competence in Entrepreneurship-PACE Unit 21 Operations		©1996, 3rd ed.	Conover Company
SW	Office Proficiency Assessment and Certification (OPAC System)		©1995	Biddle and Associates
V	Mass Merchandising		©1992	Career Paths/MarkED
LAP	Unit Inventory Control Systems		©1992	Career Paths/MarkED
LAP	Product/Service Planning		©1991	Career Paths/MarkED
LAP	Distribution Series		ST:1991/IN:1993	Career Paths/MarkED

Unit 7: Pricing

Competency 7.1: Examine factors affecting selling price

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Fundamentals of Selling	Wingate and Nolan		South-Western Publishing
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T/wh	Retailing in Action	Samson and Little	©1993, 3rd ed.	South-Western Publishing
T	Introduction to Business	Brown and Clow	©1993	Glencoe Publishing
V	Growing Brand Equity	Heisler	©1994	Career Paths/MarkED
V	New Product Development	Kemler	©1994	Career Paths/MarkED
LAP	Selling		ST 1993/IN 1989	Career Paths/MarkED
LAP	Factors Affecting Pricing		ST 1992/IN 1996	Career Paths/MarkED
LAP	Factors Affecting Pricing Price		ST 1992/IN 1996	Career Paths/MarkED
LAP	The Selling Process		ST 1990/IN 1996	Career Paths/MarkED
LAP	Using Buying Motives (Part I)		ST 1990/IN 1991	Career Paths/MarkED

Competency 7.2: Determine selling prices

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Fundamentals of Selling	Wingate and Nolan		South-Western Publishing
T	Business Mathematics	Dillon	©1995	Thompson Publishing
T	Applied Business Math	Kaczmariski and Schulthers	©1996	South-Western Publishing
T	CORD Applied Business Mathematics	CORD Communications		ITP South-Western Publishing
T	Marketing Foundations and Functions	Burrow and Egglund	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T/sw	Retail Merchandising: Consumer Goods and Services	Samson and Little	©1993, 11th ed.	South-Western Publishing
T	Basic Economics	Mastrianna and Hailstones	©1995, 10th ed.	South-Western Publishing
Module	Program for Acquiring Competence in Entrepreneurship-PACE Unit 10 Pricing Strategy		©1996, 3rd ed.	Conover Company
V	Branding, Packaging and Labeling		©1992	Career Paths/MarkED
V	Cash Discount/Dating/Freight Charges		©1990	Career Paths/MarkED
V	Markdown		©1990	Career Paths/MarkED
V	Buyers, Markets, and Marts	Light	©1995	Career Paths/MarkED
LAP	Merchandising-Related Discounts		©1993	Career Paths/MarkED
LAP	The Selling Process		ST:1990/IN:1996	Career Paths/MarkED
LAP	Selling		ST:1990/IN:1989	Career Paths/MarkED
LAP	Selling Policies		©1991	Career Paths/MarkED
LAP	Factors Affecting Selling Price		ST:1992/IN:1996	Career Paths/MarkED

Unit 8: Financing

Competency 8.1: Examine financial considerations for businesses

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Business Mathematics	Dillon	©1995	Thompson Publishing
T	Applied Business Math	Kaczmariski and Schulthers	©1996	South-Western Publishing
T	Introduction to Business	Brown and Clow	©1993	Glencoe Publishing
T	Risks and Rewards of Entrepreneurship	Ashmore	©1998	EMC Paradigm
T	Marketing Foundations and Functions	Burrow and Egeland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Wolowzyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T	Merchandising Math: High Margin Returns for Retailers and Vendors	Padar	©1994	South-Western Publishing
T/sw	Financial Management and Recordkeeping	Stewart, Stewart, and Huttman	©1994	Glencoe Publishing
Module	Program for Acquiring Competence in Entrepreneurship-PACE Unit 11 Financing the Business/ Unit 18 Financial Analysis		©1996, 3rd ed.	Conover Company
V	Buyers, Markets and Marts	Light	©1995	Career Paths/MarkED
V	Consumer Behavior		©1995	Career Paths/MarkED
V	Building Your Money Pyramid: Financial Planning			Meridian Education Corporation
LAP	Interpreting Business Policies		©1996	Career Paths/MarkED

Competency 8.2: Demonstrate basic knowledge of credit

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Business Mathematics	Dillon	©1995	Thompson Publishing
T	Applied Business Math	Kaczmariski and Schultheis	©1996	South-Western Publishing
T	Introduction to Business	Brown and Clow	©1993	Glencoe Publishing
T	Marketing Foundations and Functions	Burrow and Egglund	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T	Basic Economics	Mastrianna and Hailstones	©1995, 10th ed.	South-Western Publishing
V	Don't Shop Till You Drop: Credit And Consumerism			Meridian Education Corporation
LAP	Credit and Its Importance		ST:1992/IN:1996	Career Paths/MarkED
LAP	Legal Considerations in Granting Credit		ST:1992/IN:1996	Career Paths/MarkED

Competency 8.3: Examine the role of customer credit

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Applied Business Math	Kaczmariski and Schulthers	©1996	South-Western Publishing
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Basic Economics	Mastrianna and Hailstones	©1995, 10th ed.	South-Western Publishing
T/wh	Business and Consumer in Cyberspace	Shimmin and Barksdale	©1998	South-Western Educational Publishing
Module	Program for Acquiring Competence in Entrepreneurship-PACE Unit 19 Customer Credit		©1996, 3rd ed.	Conover Company
V	Don't Shop 'Till You Drop: Credit And Consumerism		©1994	Meridian Education Corporation
SW/t/wh	Principles of Marketing	Palmer and Stull	©1991, 2nd ed.	South-Western Publishing
LAP	Credit and Its Importance		ST:1992/IN:1996	Career Paths/MarkED
LAP	Legal Considerations in Granting Credit		ST:1992/IN:1996	Career Paths/MarkED

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Competency 8.4: Examine the role of organization credit

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Applied Business Math	Kaczmariski and Schultheis	©1996	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T	Marketing Foundations and Functions	Burrow and Egglund	©1995	South-Western Publishing
T	Introduction to Business	Brown and Clow	©1993	Glencoe Publishing
Module	Program for Acquiring Competence in Entrepreneurship-PACE Unit 21 Operations/ Unit 19 Customer Credit		©1996, 3rd ed.	Conover Company
V	Whose Debt Is It?	Shatz and Chaney	©1991	South-Western Publishing
SW/t/wb	Principles of Marketing	Palmer and Stull	©1991, 2nd ed.	South-Western Publishing
LAP	Legal Considerations in Granting Credit		ST:1988/IN:1994	Career Paths/MarkED

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Competency 8.5: Perform financial functions

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Century 21 Accounting Series	Ross, Hanson, Gilbertson, Lehman, and Swanson	©1995	South-Western Publishing
T	Applied Business Math	Kaczmarek and Schultheis	©1996	South-Western Publishing
T/wb/sw	Financial Information Processing	Allen and Klooster	©1992	South-Western Publishing
T	CORD Applied Business Mathematics	CORD Communications		ITP South-Western Publishing
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Keeping Financial Records for Business	Schultheis, Baron, and Steinfeld	©1991, 7th ed.	South-Western Publishing
T/wb	Career Competencies in Marketing Series Financial Services	Lynch and Plessman	©1990	Glencoe Publishing
T/wb	Understanding Financial Statements		©1990	Career Paths/MarkFD
Module	Program for Acquiring Competence in Entrepreneurship-PACE Unit 18 Financial Analysis		©1996, 3rd ed.	Conover Company
SW/t/wb	Financial Information Processing	Allen and Klooster	©1992	South-Western Publishing
SW/t	Computerized Payroll Procedures	Schultheis, Baron, and Steinfeld	©1991, 7th ed.	South-Western Publishing
SW/t	Computerized Accounting	Spiegelberg, Yacht, Schaber, and Lentz	©1995	Glencoe Publishing
SW/t	Financial Management and Recordkeeping	Stewart, Stewart, and Huffman	©1994	Glencoe Publishing

Competency 8.6: Analyze the importance of financial management

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Century 21 Accounting Series	Ross, Hanson, Gilbertson, Lehman, and Swanson	©1995	South-Western Publishing
T	Applied Business Math	Kaczmariski and Schultheis	©1996	South-Western Publishing
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T/wh	Risks and Rewards of Entrepreneurship	Ashmore	©1998	EMC Paradigm
T/wh	Financial Analysis		©1992	Career Paths/MarkED
T/wh	Career Competencies in Marketing Series Financial Services	Lynch and Plessman	©1990	Glencoe Publishing
T/wh	Understanding Financial Statements		©1990	Career Paths/Mark/ED
T	Financial Accounting	Libbey, Libbey, and Short	©1996	Times Mirror Higher Education Group
T	Bottom Line Basics		©1995	Career Paths/MarkED
LAP	Interpreting Business Policies		©1996	Career Paths/MarkED
LAP	The Nature of Management		©1995	Career Paths/MarkED
LAP	Reading Charts and Graphs		©1993	Career Paths/MarkED

Unit 9: Product/Service Development and Operations

Competency 9.1: Examine the factors involved in product/service operations

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T	Introduction to Business	Brown and Clow	©1993	Glencoe Publishing
Module	Program for Acquiring Competence in Entrepreneurship-PACE Unit 5 The Business Plan		©1996, 3rd ed.	Conover Company
LAP	Business Cycles		ST:1996/IN:1988	Career Paths/MarkED
LAP	Channels of Distribution		ST:1993/IN:1993	Career Paths/MarkED
LAP	Marketing Strategies		©1996	Career Paths/MarkED
LAP	Consumer Protection in Product Planning		©1993	Career Paths/MarkED
LAP	Customer Services		©1988	Career Paths/MarkED
LAP	Warranties and Guarantees		©1992	Career Paths/MarkED
LAP	External Planning Considerations		ST:1996/IN:1987	Career Paths/MarkED

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Competency 9.2: Plan the product/service mix

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
LAP	Forecasting Sales		©1993	Career Paths/MarkED
LAP	Nature of Marketing Research		©1996	Career Paths/MarkED
LAP	Market Identification		ST:1993/IN:1990	Career Paths/MarkED
LAP	Selecting Promotional Media		©1990	Career Paths/MarkED
LAP	Preparing Print Ad Copy		©1994	Career Paths/MarkED
LAP	Product Mix		©1991	Career Paths/MarkED
LAP	Product/Service Planning		©1991	Career Paths/MarkED
LAP	Consumer Protection in Product Planning		©1993	Career Paths/MarkED
LAP	Addressing Individual Needs		ST:1996/IN:1986	Career Paths/MarkED
LAP	Customer Services		©1988	Career Paths/MarkED
LAP	Branding		ST:1992/IN:1994	Career Paths/MarkED
LAP	Product Planning Series			Career Paths/MarkED

Competency 9.3: Perform quality customer services

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Egglund	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T/wh	Customer Service and the Telephone		©1994	Career Paths/MarkED
T/wh	Quality Customer Service		©1993	Career Paths/MarkED
T/wh	Managing Quality Customer Service		©1989	Career Paths/MarkED
T/wh	Effective Presentation Skills		©1993	Career Paths/MarkED
Module	Program for Acquiring Competence in Entrepreneurship-PACE Unit 14 Human Resources		©1996, 3rd ed.	Conover Company
V	Consumer Behavior		©1995	Career Paths/MarkED
SW/t	Retail Merchandising: Consumer Goods and Services	Samson and Little	©1993, 11th ed.	South-Western Publishing
V	Attitude		©1997	Power Surge Media International
LAP	Handling Customer Complaints		©1996	Career Paths/MarkED
LAP	Customer Services		©1988	Career Paths/MarkED
LAP	Handling Difficult Customers		©1996	Career Paths/MarkED
LAP	Addressing Individual Needs		ST: 1996/IN: 1986	Career Paths/MarkED
LAP	Customer Services		©1988	Career Paths/MarkED

Unit 10: Purchasing

Competency 10.1: Evaluate the factors influencing purchasing decisions

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T/wh/sw	Business Principles and Management	Everard and Burrow	©1990, 9th ed.	South-Western Educational Publishing
T	Principles of Economics	Gottheil	©1996	South-Western Publishing
T/wh	Applied Business Mathematics	Schultheis, Kaczmariski, and Fairbank	©1990 13th ed.	South-Western Educational Publishing
T	Introduction to Business	Brown and Clow	©1993	Glencoe Publishing
T	Introduction to Business: The Economy and You	Daughtrey, Ristau, Eggland, and Dlabay	©1992, 2nd ed.	South-Western Educational Publishing
Module	Program for Acquiring Competence in Entrepreneurship-PACE Unit 5 The Business Plan/ Unit 21 Operations		©1996, 3rd ed.	Conover Company
V	Planned Purchases and Open-to-Buy		©1990	Career Paths/MarkED
SW	Sell to Needs		©1994	Career Paths/MarkED
SW/t	Selling: Helping Customers Buy	Ditzenberger and Kidney	©1992, 3rd ed.	South-Western Publishing
LAP	Business Cycles		ST:1996/IN:1988	Career Paths/MarkED
LAP	Supply and Demand		ST:1995/IN:1994	Career Paths/MarkED

Competency 10.2: Purchase products/services

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T	Introduction to Business	Brown and Clow	©1993	Glencoe Publishing
Module	Program for Acquiring Competence in Entrepreneurship-PACE Unit 2 The Nature of Small Business/ Unit 21 Operations		©1996, 3rd ed.	Conover Company
SW/t	Consumers in the Economy	Green	©1993, 3rd ed.	South-Western Publishing
LAP	Business Cycles		ST:1996/IN:1988	Career Paths/MarkED
LAP	Fashion Trends		ST:1990/IN:1995	Career Paths/MarkED
LAP	Product Planning Series		©1996	Career Paths/MarkED

Unit 11: Marketing Information Management

Competency 11.1: Use marketing information to make decisions

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Foundations and Applications	Seigel	©1996	Times Mirror Higher Education Group
T	Introduction to Business	Brown and Clow	©1993	Glencoe Publishing
T	Economics: The Science of Common Sense	Bowden and Bowden	©1995, 8th ed.	ITP South-Western Educational Publishing
T	Bottom Line Basics		©1995	Career Paths/MarkED
Module	Program for Acquiring Competence in Entrepreneurship-PACE Unit 8 Marketing Analysis		©1996, 3rd ed.	Conover Company
V	Relationship Marketing		©1995	Career Paths/MarkED
SW/t/wb	The Winning Streak: A Marketing Decision-Making Simulation	Simon and Casillo	©1992, 2nd ed.	South-Western Publishing
LAP	Marketing-Information Management		ST:1995/IN:1996	Career Paths/MarkED
LAP	Nature of Sales Forecasts		©1993	Career Paths/MarkED
LAP	Nature of Marketing Research		©1996	Career Paths/MarkED

Competency 11.2: Conduct marketing research

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Egglund	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
T/wh	Business and Consumer in Cyberspace	Shimmin and Barksdale	©1998	South-Western Publishing
T/sw/v	Economics at Work Consuming: Module 3		©1996	Agency for Instructional Technology
T	Introduction to Business	Brown and Clow	©1993	Glencoe Publishing
T	Economics: Principles and Practices	Clayton	©1995	Glencoe Publishing
V	Creative Marketing	Bryant and Barry	©1994	Career Paths/MarkED
V	Marketing Research: Part I		©1992	Career Paths/MarkED
V	Marketing Research: Part II		©1993	Career Paths/MarkED
LAP	Nature of Marketing Research		©1996	Career Paths/MarkED
LAP	Marketing-Information Management		ST:1995/IN:1996	Career Paths/MarkED
LAP	Nature of Sales Forecasts		©1993	Career Paths/MarkED
LAP	Forecasting Sales		©1993	Career Paths/MarkED

Competency 11.3: Develop a marketing plan

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Marketing Foundations and Functions	Burrow and Egglund	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Marketing Practices and Principles	Mason, Rath, Husted, and Lynch	©1995	Glencoe Publishing
V	Integrated Marketing Campaign	Loeffler	©1994	Career Paths/MarkED
V	Marketing Segmentation		©1995	Career Paths/MarkED
V	Consumer Behavior		©1995	Career Paths/MarkED
SW/t/wb	Principles of Marketing	Palmer and Stull	©1991, 2nd ed.	South-Western Publishing
SW/t/wb	The Winning Streak: A Marketing Decision-Making Simulation	Simon and Casillo	©1992, 2nd ed.	South-Western Publishing
SW	Business Principles and Management	Evard and Burrow	©1990, 9th ed.	South-Western Educational Publishing
LAP	Marketing-Information Management		ST: 1995/IN: 1996	Career Paths/MarkED
LAP	Nature of Sales Forecasts		©1993	Career Paths/MarkED
LAP	Nature of Marketing Research		©1996	Career Paths/MarkED

Unit 12: Technology

Competency 12.1: Examine technology in marketing

Type	Title	Author	Date	Publisher (Key on Page 51)
T/wb	The Office: Procedures and Technology	Oliverio, Pasewark, and White	©1993, 2nd ed.	South-Western Publishing
T	Marketing Foundations and Functions	Burrow and Egglund	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Internet Guide for Business	Hall and Allen	©1997	South-Western Publishing
T	What's on the Internet	Gagnon	©1995, 3rd ed.	Peachpit Press
T	Computers and Information Technology	Dagget, Badrkhan, and Kruse	©1996	South-Western Publishing
T	Introduction to Business	Brown and Clow	©1993	Glencoe Publishing
T/wb	Business and Consumer in Cyberspace	Shimmin and Barksdale	©1998	South-Western Publishing
V	Discovering the Internet		©1996	Jones Digital Century Inc.
SW	Cyberwise Internet Master	The Saratoga Group	©1995	South-Western Publishing
SW	Connect Online!	Schrum and Solomon	©1996	South-Western Publishing

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Competency 12.2: Demonstrate skill in using current technology

Type	Title	Author	Date	Publisher (Key on Page 51)
T	Computer Privacy Handbook	Bacard	©1995	Peachpit Press
T/sw	Understanding Computers Through Applications	Kurshan, Morse, and November	©1995	Glencoe Publishing
T	Marketing Foundations and Functions	Burrow and Eggland	©1995	South-Western Publishing
T	Marketing Essentials	Farase, Kimbrell, and Woloszyk	©1997	Glencoe Publishing
T	Internet Guide for Business	Hall and Allen	©1997	South-Western Publishing
T	Telecommunications: Systems and Applications for Business	Sterry, Hendricks, and Mitchell	©1993	EMC Paradigm
T/wh	The Office: Procedures and Technology	Oliverio, Pasewark, and White	©1993, 2nd ed.	South-Western Publishing
T/wh	Business and Consumer in Cyberspace	Shimmin and Barksdale	©1998	South-Western Publishing
V	Discovering the Internet		©1996	Jones Digital Century Inc.
SW	Office Proficiency Assessment and Certification (OPAC System)		©1995	Biddle and Associates
SW/t	Understanding Computers Through Applications	Kurshan, Morse, and November	©1995	Glencoe Publishing
SW	Cyberwise Internet Master	The Saratoga Group	©1995	South-Western Publishing
SW	Connect Online!	Schrum and Solomon	©1996	South-Western Publishing

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